LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2484—BOOK OF DAYS—Req. No. 91096—Page Bleed—9⅛ x 12 in.—4/c—Tobacco Trade, 1973 (A)
Printed in U.S.A.

Customer response. You get it with the VIRGINIA SLIMS 1974 Book of Days Engagement Calendar

FREE to your customers with purchase

The all-new edition of a continuous best seller: 350,000 ordered in 1973.

The ladies want "Book of Days." If they see it first in your store, that's where they'll get it.

"Book of Days" will shock them, reassure them, entertain them. And keep them on time for their dentist.

Massive media support! Full pages in • McCall's • Redbook • • Cosmopolitan • TV Guide • • Ladies Home Journal • Local newspapers supplements.

Stock up now on Virginia Slims, Regular and Menthol. It's the Number One cigarette made for women: sales up over 13.5% during 1973.

Another sales-building promotion from **Philip Morris USA**

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